



**Board Meeting Minutes**  
**Thursday, January 21, 2021, 11a-12:30p**  
**Virtual Meeting**

TO: Officers, Directors and Members of the Arizona Broadcasters Association  
FROM: Chris Kline, President / CEO

\* Denotes attendance

Officers:

- \*Chair: Bill Shaw, KVOA Tucson
- \*Vice Chair: Scott Sutherland, Bonneville Phoenix
- \*Sec/Treasurer: Cathy Rivers, KXCI Tucson
- \*Imm. Past Chair: Trip Reeb, Hubbard Broadcasting Phoenix

Staff:

- \*President & CEO, Chris Kline

Directors:

- \*Mike Barna, KSWG, Wickenburg
- \*Brian Cisek, Londen Media Phoenix/Prescott
- \*Lec Coble, Tegna Tucson
- \*Andrew Deschappelles, Telemundo Phoenix/Tucson
- \*Anita Helt, EW Scripps Phoenix
- \*Steve Hoshor, Great Circle Media Flagstaff
- \*Kevin James, Meredith Phoenix
- \*Linda Little, iHeart Media Phoenix
- \*Troy Little, Native Broadcast Navajo Nation
- \* Michael Mallace, MHM Consulting Phoenix
- \*Patty Ruiz, Bustos Media Tucson

1. The meeting was called to order at 11:03am by Bill Shaw, Chairperson of ABA Board of Directors
2. ABA President Chris Kline introduced new ABA board members
3. The October 2020 meeting minutes were reviewed and approved
4. Chris Kline conducted an ABA Financial Review for the board
  - A. The completed 2020 P&L + historical balance sheet was reviewed
5. Chris Kline reviewed 13 central ABA member services planned for 2021 and then introduced the working 2021 budget plan which was reviewed and approved.
6. Chris Kline reviewed key ABA projects since the last minute including:
  - i. Election security and litigation prep work
  - ii. ASU "Youth Suicide Prevention" Effort for TV
  - iii. RF Study for South Mountain in Phoenix (largest tower site in state)
  - iv. Marijuana Advertising Legal Review
  - v. COVID-19: Radio health blitz, Media vaccinations, PPP loan support, security needs, mask distribution
  - vi. Revival of media research study for 2021
  - vii. 2021 Paid Internship plan
  - viii. Virtual ABA live events and virtual ABA job fairs with AZ universities

7. Chris Kline reviewed key ABA projects under evaluation and opened up a group discussion. Topics reviewed included:
  - A. Update on 2021 in-person event plans
    - i. ABA Future and Awards Lunch (Fall 2021 for 2020 honorees + 2021 honorees)
    - ii. NAB – Hosting combination NAB Show/Radio Show/SMTE in Las Vegas (Oct 2021)
    - iii. NAB – DC State Leadership Conference (Virtual Spring 2021)
  - B. 2021 SMPTE Student Chapter creation at ASU; funding for curriculum? (\$\$ TBD)
  - C. 2021 Tucson Media Mentor Program with UA
  - D. ABA Board Committee Assignments: Member Services and ABA Events/Fundraisers
  - E. Consumer Index ABA Buy-in
  - F. Enhanced focus on the public vaccination and COVID-19 safety efforts
8. Chris Kline reviewed the completed Q4 2020 ABA Goals and set the Q1 2020 ABA Goals
9. The meeting was adjourned at 12:09pm.